



Designing a Parent Education Campaign

Sample Campaign Handout

Year 1 Campaign Goals:

1. Increase the number of eligible families who attend the summer school choice fair by 10%.
2. Increase the number of eligible families who school site information sessions for new schools by 10%.
3. Increase the number of eligible students from Title-I schools who are attending weekend school choice/matching workshops by 15%.

Strategy: Owned Media

Actions/Tactics	3 Months	6 Months	9 Months	12 Months
Develop owned media strategy	<ul style="list-style-type: none"> Identify key messaging frames Create outreach & impact metrics Determine major outreach challenges First round of generated content pushed out via owned channels 	<ul style="list-style-type: none"> Collect & curate first round of student/family generated content to push out Mid-point evaluation 	<ul style="list-style-type: none"> Collect & curate second round of student/family generated content to push out 	<ul style="list-style-type: none"> End of campaign evaluation
Create infographics, photography and videos to push across owned channels	<ul style="list-style-type: none"> Identify org/person to develop infographics, etc. 			

Develop FAQ/'press kit' materials				
Create direct-to-stakeholder email distribution lists				